



TRADE SHOW OPPORTUNITY

ALIMENTARIA

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BARCELONA, SPAIN



The Show:

Alimentaria, a biennial event, is the largest food and beverage exposition on the Iberian Peninsula. Since its inception in 1976, the show has been growing steadily in economic significance. In 2002, Alimentaria had more than 3,000 exhibitors occupying 82,000 net square meters of floor space, and attracted 141,000 professional visitors from 80 countries.

Alimentaria offers the possibility of marketing products in one of the fastest growing markets in Europe for high-value foods, which has been fueled by Spain's tourism industry. Visitors come from a wide spectrum of food and beverage businesses and include retailers, brokers, importers and wholesalers.

Location:

Barcelona, Spain


Dates:

March 8-12, 2004

Deadline:

Dec. 31, 2003

The Market:



Exhibiting your products at this five-day event is a great opportunity to establish or expand sales not only on the Iberian Peninsula, but throughout southern Europe, North Africa and the Near East. Best product prospects include edible dried beans, processed fruits and vegetables, table sauces, fruit juices and other nonalcoholic beverages, seafood, nuts, frozen vegetables, prunes and raisins, snack foods, all kinds of low-calorie products, ready-to-eat food products for seniors, microwaveable products and organic foods. Exporters of U.S. agricultural products have always enjoyed participating in this show, and we expect record participation under the banner of the USA Pavilion in 2004. We hope you will join us in Barcelona at this USDA-endorsed event.

Contact:

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